

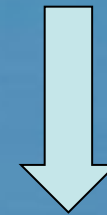
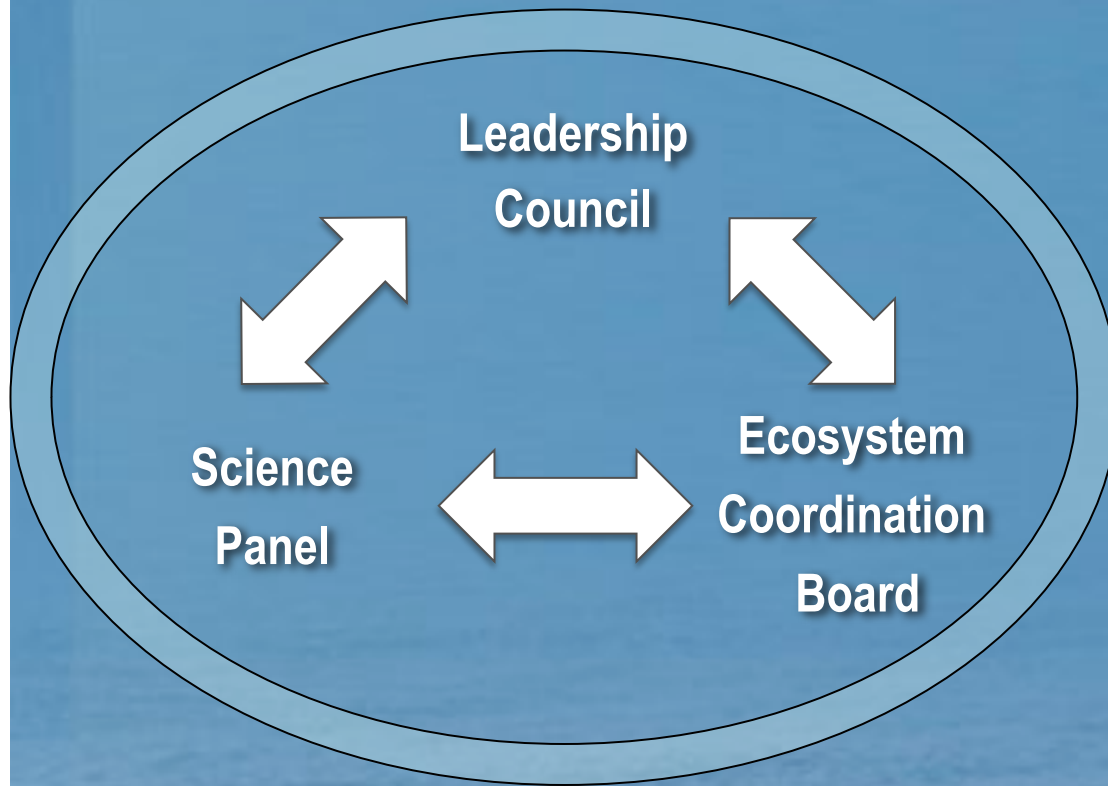


Puget Sound Partnership

our sound, our community, our chance



Puget Sound Partnership the Agency



Action Agenda Implementation



ECO Net

Action Agenda: 4 Questions

1. What is the current health of the Sound?
2. What is a “healthy” Sound?
3. What actions, activities policies and programs are necessary to restore the Sound?
4. Where should we start?



Priorities

1. Protect
2. Restore
3. Reduce Toxins
4. Work Together



Puget Sound is in Real Trouble

- 150,000 lbs of toxins a day
- 75 percent of salt marsh habitat destroyed
- One-third of the shoreline altered or engineered from its natural state
- Less than 10 percent of the shoreline is open to the public



Public Awareness Survey

- 21-23% rated health “Poor”
- 75-76% rated health “Fair” to “Excellent”
- Detail in description counts
- Information/Education made 10-12% difference in rating



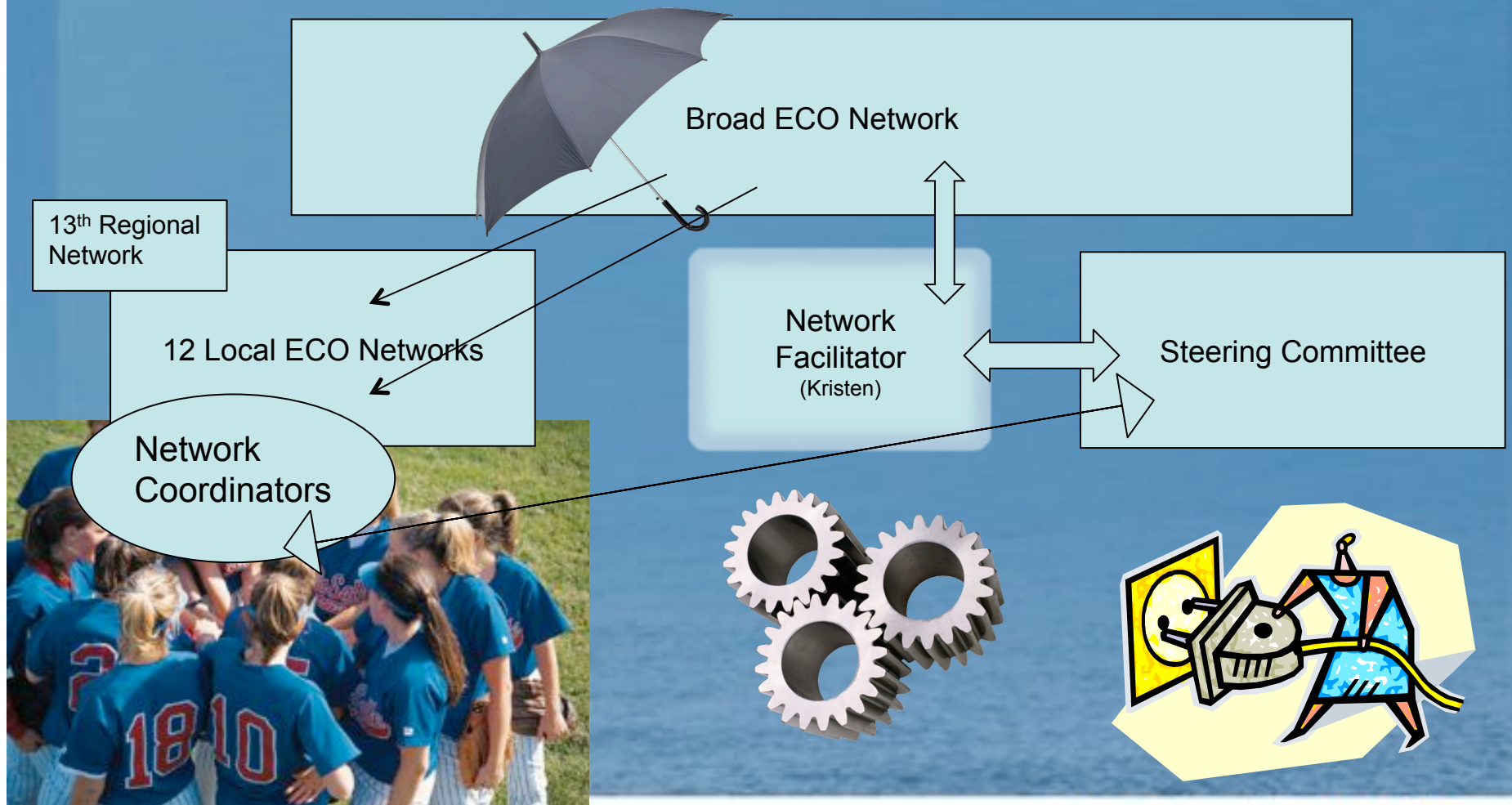
Education, Communication and Outreach Network

- Outdoor Learning Centers
- Aquariums
- Museums
- State, and local government
- Tribes
- Non-profits
- Businesses
- Teachers
- Program Coordinators

Currently 500+ individuals representing
350+ organizations.



Eco Net Structure



Description of Local ECO Networks

- Education, communication and outreach providers in the local network area who work on Puget Sound related environmental issues and are willing to work with the Puget Sound Partnership to implement the goals and priorities of the Action Agenda.

Purpose of Local ECO Networks

- Connection to on-the-ground education, communication and outreach efforts
- Build connections amongst network members
- Build capacity within network
- Improve program delivery effectiveness
- Act as the local ECO Network arm for Action Agenda implementation

Outcome of Local ECO Networks

An increase in public...

- Awareness
- Engagement
- Stewardship

How will the Partnership Help?

- Partner Net & My Sound
- Puget Sound Starts Here Campaign
- Local ECO Net Coordination

Partner Net & My Sound

- Calendar sharing
- Documents, brochures, program descriptions
- Profiles – organization and individuals
- Show Calendar

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MySound Logo

"We're asking you to protect your legacy. To protect Puget Sound, to pass it on to your children, and your children's children. We're asking you to believe it's yours to protect and your actions will change its future."

EMAIL ADDRESS

ZIP CODE

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CLEAN WATER IS NOT A COMPROMISE

Our online tools make local actions and local organizing easy

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Your Last Name:

Zip Code:

Email Address:

Password:

Password (again):

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PugetSoundPartnership
our sound, our community, our chance

Puget Sound Starts Here Campaign

- PSP, STORM & DOE partnership
- 75% of all pollutants going into Puget Sound comes from stormwater
- BMP's, Pet Waste, Car Washing & Yard Care
- Problem statement about Puget Sound

Products:

- Commercials
- Website - incentives
- Toolkit – Ppt, poster, stickers, etc.



ECO Net Coordination and Implementation

- 5k for a coordinating organization for every local ECO Network
- Facilitation of a Regional ECO Network and Steering Committee

HCCC

Policy
Capitol

HCWEN

Education
Outreach
Public Engagement

Next Steps for Local ECO Network

- Identify a coordinating organization to PSP
- Develop formal network description
- Identify roles, resources, and skills
- Create public awareness plan
 - Using “Puget Sound Starts Here” campaign
- Participate in events
 - Poisoned Waters viewings

Next Steps for Partnership

Summer 2009

- Establish new Local ECO Networks with Coordinators
- Develop 13th Regional ECO Network
- Steering Committee Meeting
- Develop brand, messaging, website, tool kits and online network
- Prepare grant procedures for 2009-2011 biennium

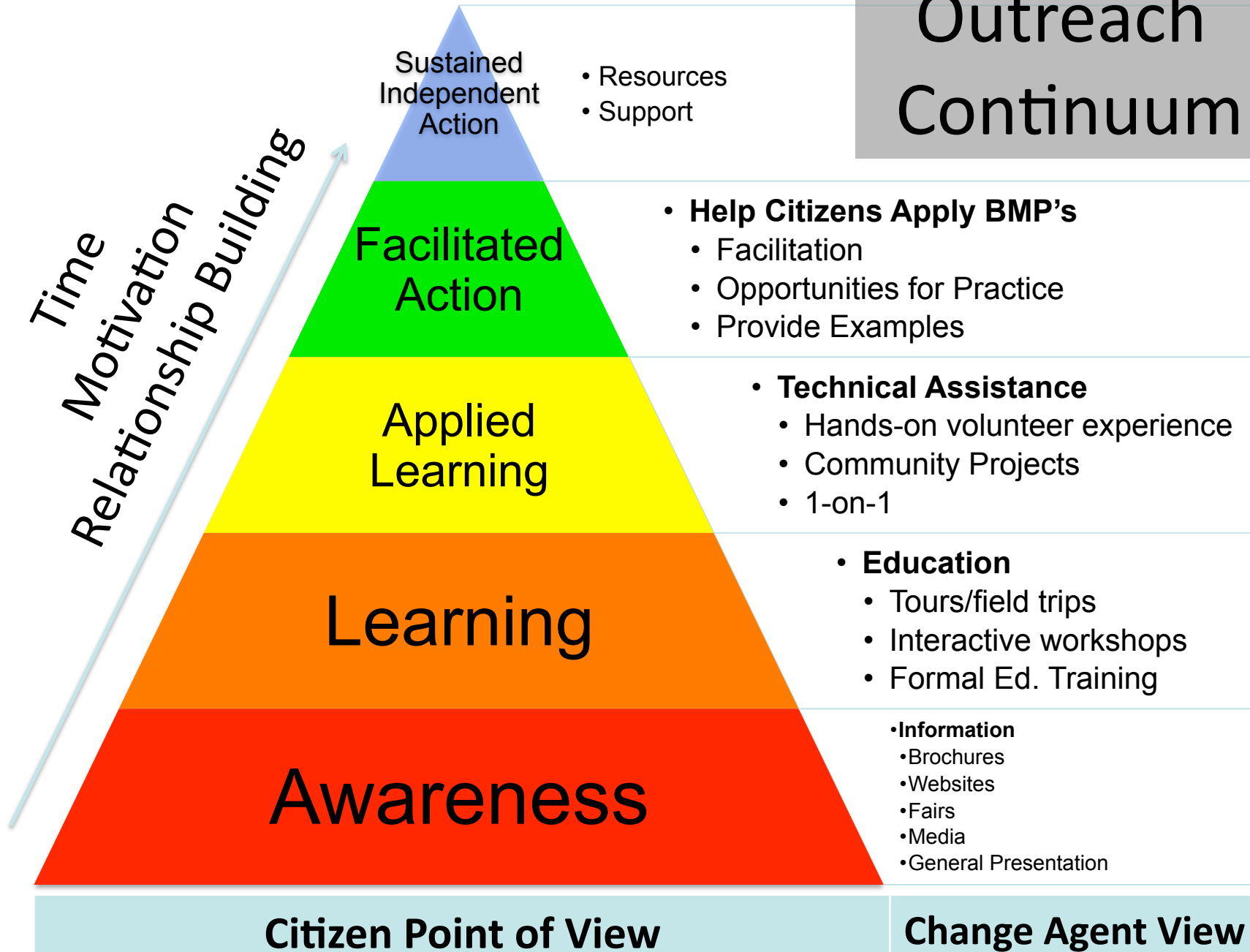
Fall 2009

- Launch Puget Sound/STORM Campaign with website, tool kit and online network
- Intern help for populating online info

Why this is so important right NOW

- Share resources & increase effectiveness
- Combine clout & influence
- New & harder audiences = new & harder techniques
- Clear message to public
- Last good chance

Outreach Continuum





PHEW!

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